



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 2021

| RANK THIS MONTH | RANK LAST MONTH | AGENCY            | RECENT WINS  | ESTIMATED YTD WIN REVENUE (RMB ¥m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (RMB ¥m) | No.of Wins   |
|-----------------|-----------------|-------------------|--|------------------------------------|---------------|--|--------------|
| 1               | 1               | Ogilvy            | Tommy Hilfiger China, CBA, Harway Supply           | 48.8                               |               | 48.8                                   | 24           |
| 2               | 2               | Sapient           | Alfa Romeo, SCHUCO, NBA Project                    | 19.0                               |               | 19.0                                   | 9            |
| 3               | 5               | Publicis          | Yue sai, Arla, Nivea                               | 12.9                               |               | 12.9                                   | 11           |
| 4               | 9               | Leo Burnett       | Yili Yousuanru                                     | 11.9                               |               | 11.9                                   | 7            |
| 5               | 15              | BBH               | GARENA ONLINE PRIVATE LIMITED - Free Fire Project  | 11.4                               |               | 11.4                                   | 2            |
| 6               | 12              | BBDO              | Restaurant Client                                  | 4.4                                |               | 4.4                                    | 7            |
| 7               | 7               | Havas Worldwide   | Bytedance Technology Co Project, Xin Xuan Project, | 3.9                                |               | 3.9                                    | 2            |
| 8               | 8               | Saatchi & Saatchi | Siemens Project, YanJing Beer project              | 2.8                                |               | 2.8                                    | 3            |
| 9               | 19              | Grey Group        | HSBC Life  | 0.4                                |               | 0.4                                    | 1            |
| 10              | 13              | McCann WorldGroup | Florasias Project                                  | 0.1                                |               | 0.1                                    | 1            |
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| 2021 Jan:       |                 |                   |  |                                    |               | <b>1,258.6</b>                         | <b>639</b>   |
| 2020 Jan:       |                 |                   |  |                                    |               | <b>1,244.8</b>                         | <b>537</b>   |
| YoY Comparison: |                 |                   |  |                                    |               | <b>1.1%</b>                            | <b>19.0%</b> |

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 2021

| RANK THIS MONTH | RANK LAST MONTH | AGENCY        | RECENT WINS                              | ESTIMATED YTD WIN REVENUE (RMB ¥m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (RMB ¥m) | No.of Wins |
|-----------------|-----------------|---------------|--|------------------------------------|---------------|--|------------|
| 1               | 3               | Zenith        | L'Oreal, Sanofi                          | 200.2                              |               | 200.2                                  | 2          |
| 2               | 6               | PHD           | DIDI, CALZEDONIA                         | 48.9                               |               | 48.9                                   | 2          |
| 3               | 2               | Wavemaker     | SAIC - L, Brita, XINGYIN (RED)           | 46.5                               |               | 46.5                                   | 10         |
| 4               | 16              | Havas Media   | Infiniti, J&J Acuvue                     | 17.8                               |               | 17.8                                   | 2          |
| 5               | 5               | MediaCom      | Longi, Ecco, K11                         | 6.4                                |               | 6.4                                    | 3          |
| 6               | 7               | OMD           | Tencent Financial Technology, AliExpress | 0.9                                |               | 0.9                                    | 2          |
| 7               | 14              | Spark Foundry | Alibaba Cloud Project                    | 0.5                                |               | 0.5                                    | 1          |
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|-----------------|---------|-------|
| 2021 Jan:       | 1,455.3 | 172   |
| 2020 Jan:       | 975.5   | 178   |
| YoY Comparison: | 49.2%   | -3.4% |

|                             |         |       |
|-----------------------------|---------|-------|
| 2021 Creative & Media (Jan) | 2,713.9 | 811   |
| 2020 Creative & Media (Jan) | 2,220.3 | 715   |
| YoY Comparison:             | 22.2%   | 13.4% |

**METHODOLOGY**  
The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.